To: Whom it May Concern

From: Marcus Stevens

Re: CTAE Public Relations Campaign

Administrator,

As you may be aware, enrollment in CTAE programs has not increased or diversified much over the past few years. I believe this is in part due to a lack of knowledge of the parents and students about the programs and their benefits. In the past the CTAE program may have been introduced to specific students when other options were not seen as available to them, and/or were not offered to other students because they had the opportunity to take a more traditional “college-bound” curriculum. I would like to propose a new public relations campaign to promote the CTAE program and all of its offerings and benefits to every student so they have the chance to decide if it is right for them.

Currently, many of our schools hold various orientations, open houses, or other evenings where parents and guardians are invited to come and meet the teachers and administrators. The middle and elementary schools hold special nights for rising 6th and 9th graders with extra information about signing up for classes and what to expect. During these events there are often special programs or displays for programs and extracurricular activities, such as AP classes, Dual Enrollment, sports teams, music programs, or clubs. These already scheduled events are the perfect time for the CTAE program to be introduced to our student body.

In addition to presenting the program to the students and their parents or guardians in person it will be important to reach those that may not be able to attend such events. An email and paper flier campaign should be developed, designed to be sent home coinciding with signing up for the next year’s classes each year. Lastly, an informational website should be developed so that students, parents, guardians, and even teachers and administrators can access information throughout the year. The website should be advertised during the events and within the emails and fliers, and should be linked on each participating school’s website.

This public relations campaign will be something that should draw many new and diverse students to our program. One of the most amazing reasons that it will be successful is that it will be able to be planned, created, produced, carried out, and maintained each year by students currently in our CTAE programs. Students studying A/V, IT, and Marketing will be able to get even more hands on experience while promoting a program that has personally benefited them. Please let me know your thoughts and if you would like to arrange a meeting to further discuss this proposal.

Regards,

Marcus Stevens